

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Application of Wassmann et al.

Art Unit 2191

Serial No. 10/653,708

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Confirmation No. 2692

For BRANDING FRAMEWORK FOR SOFTWARE PRODUCTS

September 21, 2007

**AMENDMENT B RESPONDING TO APRIL 27, 2007 FINAL OFFICE ACTION AND  
AUGUST 10, 2007 ADVISORY ACTION**

TO THE COMMISSIONER FOR PATENTS,  
SIR:

In response to the Final Office action mailed April 27, 2007 and Advisory action dated August 10, 2007, please enter the following amendments:

**Amendments to the Specification** begin on page 2 of this paper.

**Amendments to the claims** are reflected in the listing of claims, which begins on page 3 of this paper.

**Remarks** begin on page 10 of this paper.